

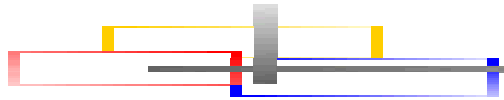
# Market Transformation Strategies

Jeff Johnson, Executive Director  
New Buildings Institute, Inc.  
[www.newbuildings.org](http://www.newbuildings.org)

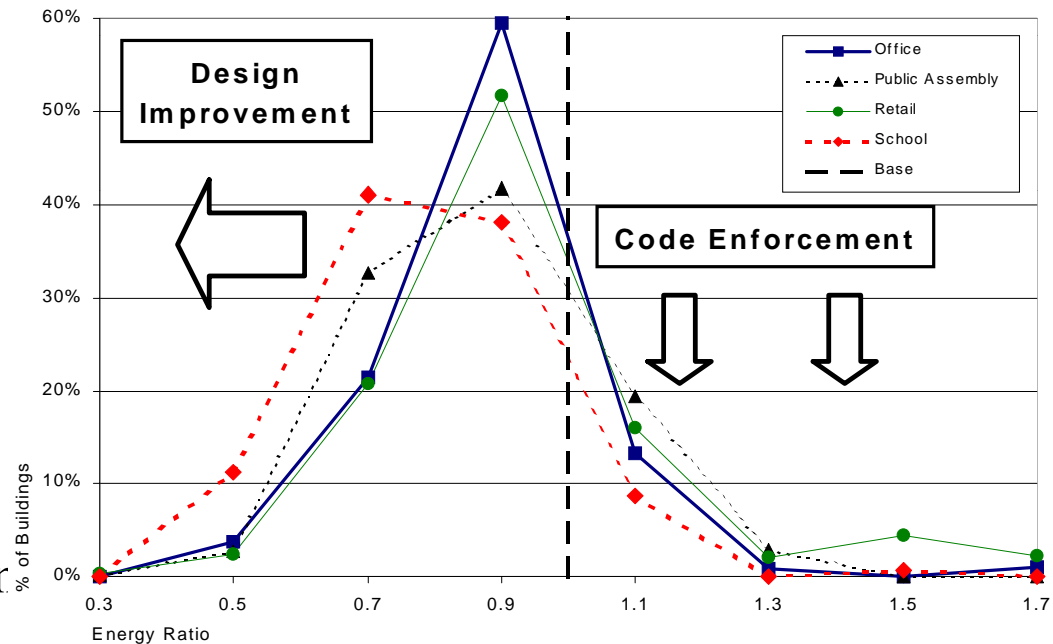


Northwest Energy Efficiency Alliance

# NBI Strategy



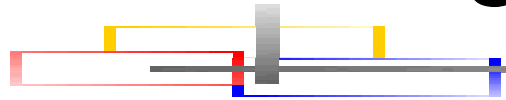
- **Market Push**
  - Code upgrades
  - Effective implementation
  - Informed enforcement
- **Market Pull**
  - Targeted information
  - Design guidelines
  - Building science research



**Energy Ratio of 1.0 = Code**

*Source - NRNC Study, RLW Analytics*

# Programmatic Areas



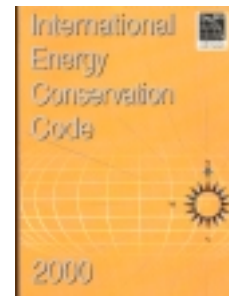
- Building Science Research



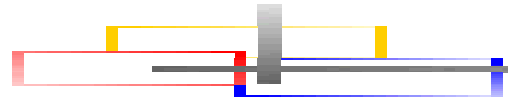
- Design Guidelines



- Codes and Standards



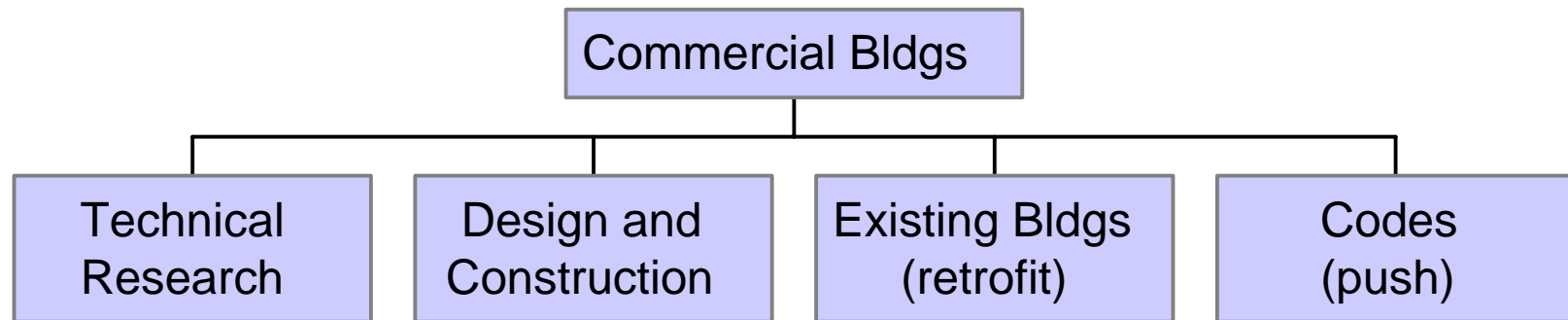




# Establishing a Foundation for the Commercial Buildings Strategy

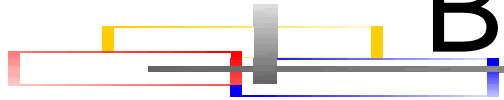
General direction for development  
and recommended strategy elements

# General Framework



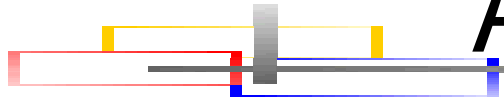
# Criteria Considered:

## Board Strategic



- Incorporates efficient energy use as a core value in the design/construction of buildings.
- Alliance acts as a catalyst for changing how the commercial design and construction market operates in the Northwest.
- Creates substantial, cost-effective energy savings.
- Reaches a variety of customer classes.
- Spreads benefits throughout the Northwest.

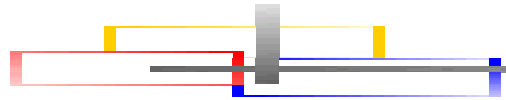
# Considerations for the Alliance Role



- Develop a path that integrates significant non-energy benefits (customer) with energy benefits.
- Provide a market pull to support later upgrades to codes and standards.
- Complementary/leverage utility programs.
- Alliance's third party status can help bring "everything" together; information, human resources, experiences.
- Create successful (alternative) experiences to build on: help change (stuck) processes.

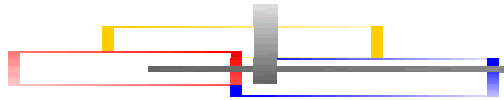


# Recommended Strategy Elements



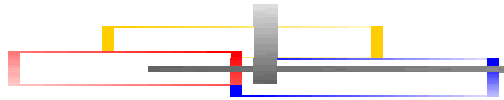
- Use a Target Market strategy to develop a meaningful and successful technical and marketing approach.
- Technical direction - High Performance Design
- Marketing message - Customer Benefits/Values
- Marketing strategy - Build Relationships with both Demand and Supply-Side
- To accomplish goals - Collaboration with Utilities and other parties.

# Target Markets



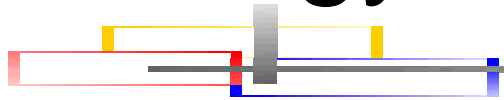
- Approach breaks overall commercial market into a series of target markets.
- Each target market represents a set of distinct interests on the demand side, distinct building requirements, and some differences in supply side providers.
- Alliance can develop distinct marketing messages and materials, relevant case studies, and detailed technical guidelines.

# High Performance Design Process



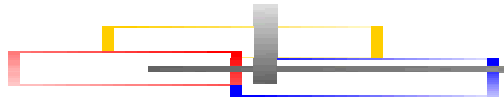
- Integrates improved design and technology.
- Incorporates elements that respond to customer needs, such as comfort, better control, flexibility, reduced maintenance.
- Develop a pattern or design process that adds value to the design/ construction/ operation process.
- Develop a suggested detailed technical path by type of building.

# Energy and Customer Values



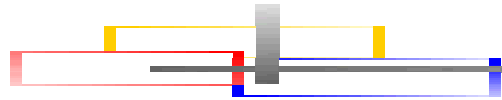
- Need to offer additional benefits that the market is interested in. Productivity, quality, comfort, flexibility, low risk, low maintenance, etc.
- Energy savings create dollar savings - which helps.

# Both Demand and Supply Side



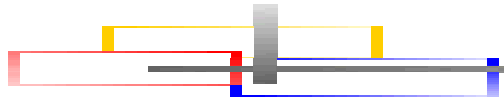
- Marketing and program elements need to target both demand (developers, property owners, school boards) and supply (architects, engineers, contractors)
- Outreach, messages, materials, training, etc. needs to speak to each group in its own language.

# Relationship Marketing



- Key decision makers are limited in number.
- Key marketing element is establishing a personal connection to demand and supply side actors: one that is reliable, timely, and supplies quality information.
- Personal relationship needs to be supported by a variety of marketing and informational resources; WEB, guidelines, case studies, technical support, access to products

# Collaboration with Utilities



- Need to shop draft concept around.
- What types of services and/or relationship do utilities want with Alliance staff and/or contractors regarding design/construction?
- What help can the Alliance provide to utilities looking for efficiency?
- Once retrofit sold, moves into Design/Cons.

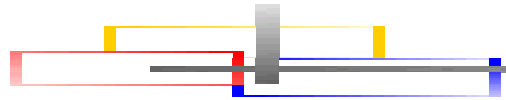
# Example of Program Elements: K-6 Schools

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- Understand demand and supply issues, barriers, resources, language, etc.
- Develop a technical process and guidelines that respond to issues while saving energy and adding non-energy benefits.
  - Daylighting
  - Lighting controls
  - Window design
  - Commissioning

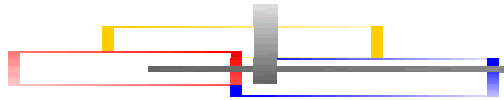


# Elements of K-6 Schools (cont.)



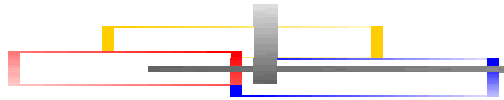
- Leverage state approval process
- Find good examples
- Develop marketing materials for school boards, parents.
- Develop training for supply side.
- Work with local utilities to incorporate local resources.
- Develop/ Provide backup technical support.

# Elements of K-6 Schools (cont.)



- Market to school boards
  - Right messages (student performance, maintenance, longevity, asthma)
  - Answers on first costs
  - Case studies
  - Pitch the design process
- Be a resource in the design/construction process (financial, technical, informational)

# Summary: Key Elements



- Use a Target Market strategy
- Technical focus - High Performance Design
- Marketing focus - Customer Benefits/Value
- Build Relationships with both Demand and Supply-Side
- Collaborate with Utilities.